



WKMG

# ORDER

Print Date 09/18/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision

257722 /

Product RPOF/HUK, GAE, GARD.

Original Date / Revision

09/18/12 09/18/12

Agency Com 15%

Billing Contact

Advertiser POL/RPOF 3 PACK//R/STR/F

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1880

Alt Order # 06297606

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 64950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	66	\$55,207.50	\$64,950.00	0.00	10/01/12	10/22/12	66	\$55,207.50	\$64,950.00
Totals	66	\$55,207.50	\$64,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKMG	10/16/12	10/19/12	11-12p Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4			\$1,000.00			0.00			
2	WKMG	10/16/12	10/19/12	News at 6p	CM	6-630p	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4			\$800.00			0.00			
E 3	WKMG	10/16/12	10/21/12	M-SU 11p News	CM	11-1135p	-TWTFSS	:30	10	\$1,500.00	P-3	0.00	NM	10	\$15,000.00
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTFSS		10			\$1,500.00			0.00			
8	WKMG	10/18/12	10/18/12	Thu Prime 9p	CM	9-10p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
				Person of Interest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD.

Estimate # 1880

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
8	WKMG	10/18/12	10/18/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---1---		1				\$9,000.00		0.00			
10	WKMG	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$1,300.00		0.00			
11	WKMG	10/21/12	10/21/12	1030-1130a Face Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$2,000.00		0.00			
15	WKMG	10/22/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$1,000.00		0.00			
16	WKMG	10/22/12	10/22/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$1,000.00		0.00			
17	WKMG	10/22/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	2-----		2				\$1,500.00		0.00			
N 18	WKMG	10/16/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		8				\$350.00		0.00			
N 19	WKMG	10/16/12	10/19/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$300.00		0.00			
N 20	WKMG	10/16/12	10/19/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		8				\$800.00		0.00			
N 21	WKMG	10/16/12	10/19/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$1,000.00		0.00			
N 22	WKMG	10/20/12	10/20/12	Sat Prime 9p Crimestime Sat	CM	9-10p	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2				\$1,000.00		0.00			
N 23	WKMG	10/20/12	10/20/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2				\$1,100.00		0.00			
N 24	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$350.00		0.00			



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Contract / Revision **257722** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF/HUK, GAE, GARD.**

Estimate # **1880**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 24	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$350.00		0.00			
N 25	WKMG	10/22/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$300.00		0.00			
N 26	WKMG	10/22/12	10/22/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$800.00		0.00			
N 27	WKMG	10/22/12	10/22/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$250.00		0.00			
N 28	WKMG	10/20/12	10/20/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,500.00		0.00			
N 29	WKMG	10/16/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					5	\$450.00		0.00			
Totals														66	\$64,950.00